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GLADIOLUS

Cosmopolitan Glad Gardens, Milwaukee, Wis.

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U. S. Department of Agriculture

THE PEOPLE'S FLOWER!



HEARTS DESIRE

WHO

Is the Cosmopolitan Glad Gardens?



DAVID M. PUERNER

I have been criticized by some of my friends in the gladiolus business for not being more explicit about my business, and for not letting the industry know who I am, so probably I should tell you more about myself.

I have been advertising director and secretary for the Milwaukee florists for the past ten years. During this time I have spent hundreds of thousands of dollars promoting the sale of flowers in Milwaukee. Milwaukee is probably the outstanding flower city in America because of its long and continuous flower advertising. It was here that the co-operative flower advertising began, thirty years ago, and it is probably also true that this was the beginning of all co-operative advertising. I have also served as secretary of the Milwaukee Florists Club for many years, am correspondent for the Florists Review; serve several Florida Gladiolus growers, and direct the advertising for one of America's largest flower growers.

It is only natural, therefore, that my work in promoting the sale of flowers should also extend into the growing of them, and just as in your own case, my first love of flowers is expressed in gladiolus. This year I have put my picture in my catalogue, although I must admit that it has no place here among the beautiful flowers. God, in his wisdom, has given flowers their beauty. I, being a mere man, have been endowed with lesser attributes; probably the greatest of which is an artistic appreciation which brings great happiness in my love for flowers . . . any and all kinds.



SPIC & SPAN ..

THE PEOPLE'S GLADIOLUS



SPIC & SPAN

SPIC and SPAN.

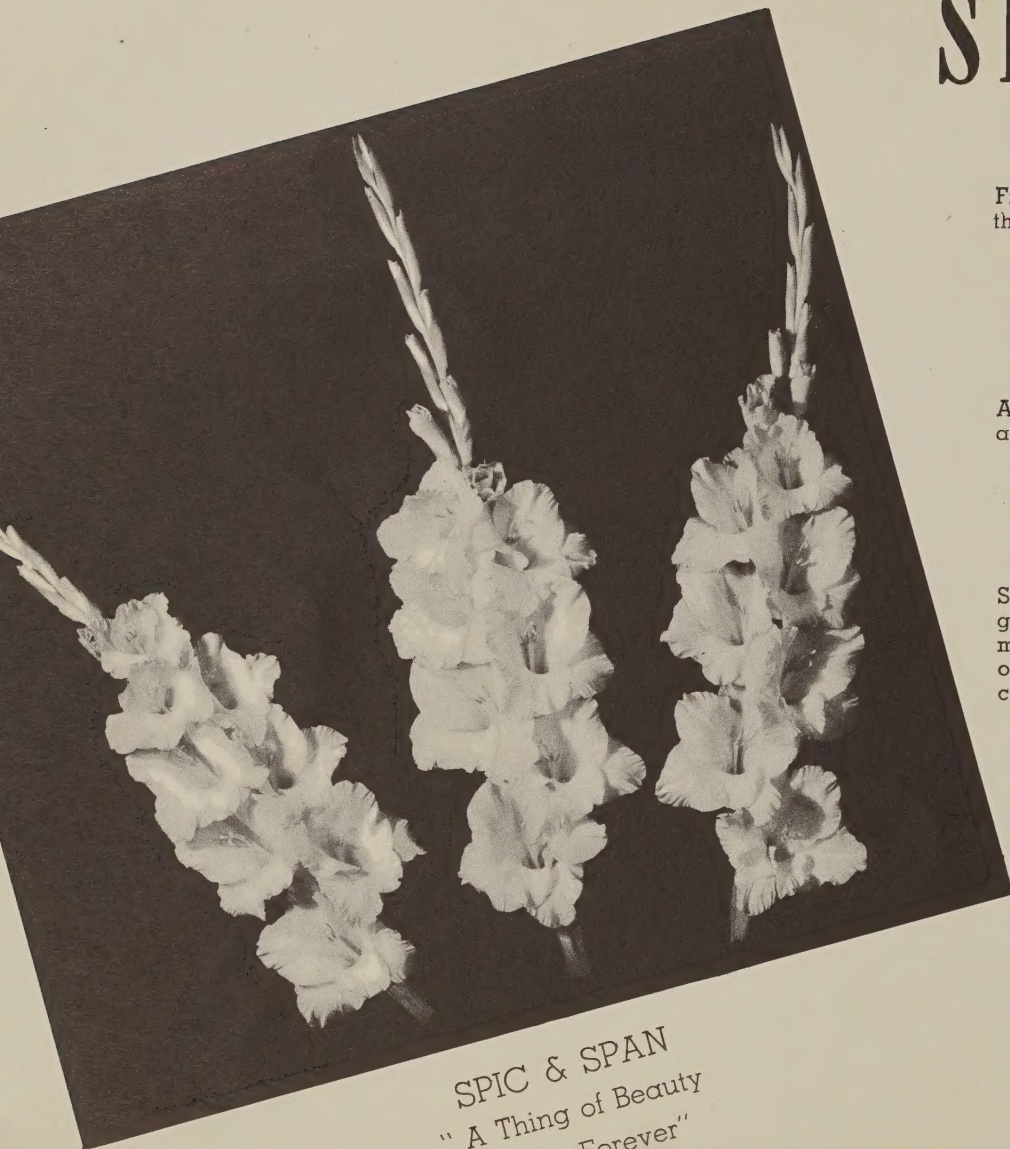
From the 1947 show reports, those I have seen, I have compiled the following record for 1947:

- 5 Grand Championships, 1 and 3 Spike
- 7 Best Recent Introductions
- 22 Firsts
- 1 Best Amateur Spike
- Longest Flower Head, Most Open, etc.

Added to the 1946 and a few 1945 wins, Spic and Span now has accumulated:

- 9 Grand Championships
- 48 Firsts
- 11 Best Recent Introductions
- Many Special Awards

Spic and Span has proved, during the 1947 season of adverse growing conditions, to be a valuable and most outstanding commercial flower. Following are some comments garnered from our gladiolus publications. They offer unbiased testimony of the capabilities of this great gladiolus:



SPIC & SPAN
"A Thing of Beauty
Is A Joy Forever"

DEEP SALMON: (32) Spic & Span****
Genghis Khan**** First Lady**

All the build-up for Spic & Span has been absolutely justified in my opinion. It has everything and then some. Only minor objection is the faint Picardy feather in the throat. The word "formal" certainly fits this glad. Reminds one of a queenly lady all dressed up for a formal affair. Texture and shape of floret leaves nothing to be desired. Spike conformation is perfect. Health and propagation ditto. Genghis Khan still its old reliable self and would be first in most any other class. First "look-see" at King Alfred quite promising. China Maid still has a portion of color that is enticing.

John T. Blum

ORIENTAL PEARL



Above: *Oriental Pearl*
Grand Champion Basket
at Maine 1947 Show.



Left: *Oriental Pearl*
Grand Championship
three-spikes at Maine
1947 Show.



. . The Wonder Glad

Oriental Pearl increased its show record in 1947. Marvellous spikes grown by Burton Spiller swept the Maine show at Waterville where it performed the unusual feat of winning both

Best Vase and Best Basket.

It won many firsts, best recent introductions and for largest individual florets in many sections of the country.

Now rated by many prominent catalogers as the "Best Cream." This year's prices reflect a two years' drop. Every gladiolus grower can afford to have this choice gladiolus in his garden. You'll never know the great pleasure a great glad can bring to you until Oriental Pearl blooms in your own garden.

This great glad is becoming more and more popular as its distribution increases and at several shows leads the field over Leading Lady and Silver Wings. Be sure to try it this year.

After 2 years of growing Oriental Pearl, I still rate it the best cream introduction in many a year, and predict it will rule this class for some time, being equally good as an exhibition or commercial. Health, propagation and germination are all that could be desired. White Gold merits the popularity it has gained. While little known in the West, it is a New Era.

CREAM: (06) Leading Lady*** Oriental Pearl *** Winston*

Another class with same three as in 1946 altho Oriental Pearl moved up a notch and on this year's performance alone am not so sure it shouldn't be on top of Leading Lady. Am afraid I under-rated this glad last year. In spite of its too-large size and muddy color, the conformation of spike is so superb and its health and propagating qualities are so perfect that it simply must be rated. Shirley Temple another old one that really outdid itself and possibly should have repeated and write Winston. Stratosphere here

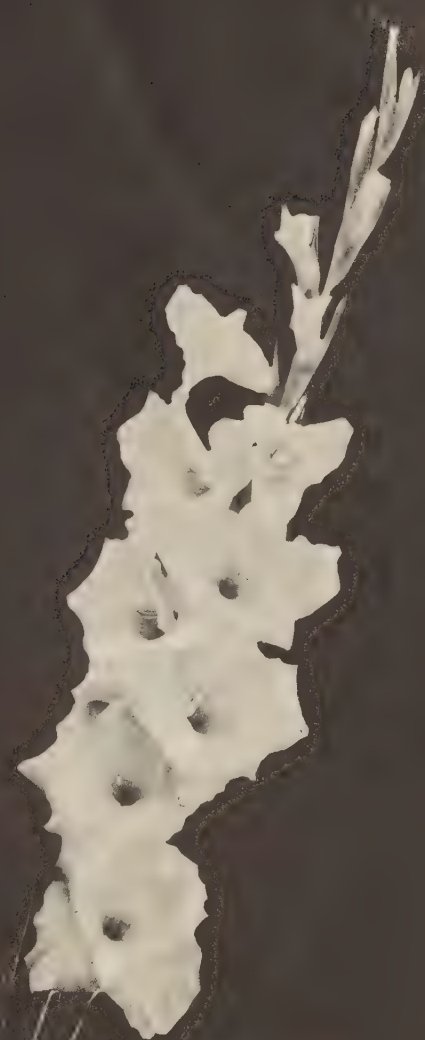
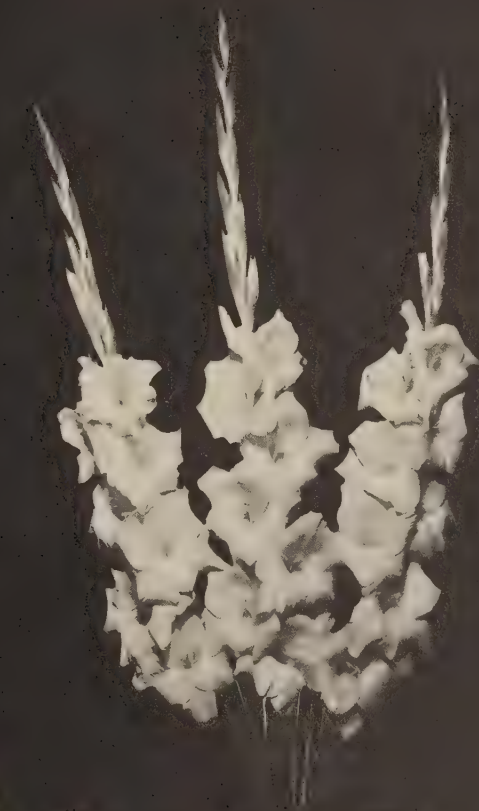




Erangeline

Tralee

Reliant



Beauty's Blush

Gold Medal

Lady Anne

HEARTS DESIRE

Picardy X Rosemarie Pitzer
Cosmopolitan's 1948 Release.

Pictures don't lie. You cannot take a photo like this without the subject. Hearts Desire is a beautiful, heavily ruffled giant of Grand Championship calibre. Florets will grow up to 6½ inches, 18-20 buds, every one of which will open to the tip without loss of color or effective ruffling. Midseason. Colors: A fine light pink, shading into white with pastel yellow throat. Heavy white midrib. Rated A at Binghampton with only two open. Three-spike seedling Champion, Chicago, 1946. First at Detroit, 1947, and other fine wins at the few shows so far exhibited. Strong grower, bulblets germinate easily, propagates fast. Makes fine bulbs.

Large \$4. Medium \$3.50. Small \$3.
Bulblets sold in combinations of 1
large and 10 bulblets at \$8.00.



Varieties I Like

In appraising the new varieties of gladiolus I always like to visualize how a dozen might look. If I have enough in bloom I take a dozen or two to one of our Milwaukee florists for their opinions. Ultimately, if a variety is to prove its worth it must be good enough to get into commerce.

Blue Lagoon, tall growing, proved to be a fine florists color . . . a needed color on the commercial market. It is quite early. Burma rates tops with the florists. Myrna Fay is valuable because of its earliness and is an easy growing variety. Huntress is similar in many respects, blooms a trifle later. June Day looks good, is early and bloomed well from bulblets. Lavender Prince improved greatly for me and made tall, handsome spikes. It is a good and useful lavender. Of the reds, I like Destiny for its brightness of color. Red Charm is very reliable and makes a good cutting commercial. Kenwood is later, and I like its deep red color and the florists like it, too. Birch Red with its heavy, round, black red florets is outstanding, one of the best glads I grow.

Rosea is a choice, light rose, quite early and well worth growing. Many large florets open. A good commercial. Dauntless, another Australian variety, is a tall pink with darker throat and promises to make a good florists variety. It is a leading show variety in Australia.

Tralee is destined to be a great commercial. It has the requisites. Clean, lavender rose. Good substance—grows straight and tall and is easy growing. Mr. Krueger's Dream Girl was outstanding this past summer with its tall, light rose pink florets. You had better begin growing it right now as it will prove more and more popular. A choice, tall pastel rose pink with many open. Gold Medal also suits my fancy. I saw it grow in Mr. Krueger's garden without any pampering, tall and straight (100% better than those on the photo he sent to me) which, when cut, made outstanding wins at the 1947 shows. His Reliant will open your eyes. It is a tremendous large white which needs a long growing season.

White Challenger was very popular among the gladiolus experts. A fine large white with blush pink throat. Promises to be among the best. Beauty's Blush bloomed in bad weather but still was fine and is well liked.

Sunspot came to the fore and won several grand championships. I have grown it for two years and have a choice stock of bulbs and bulblets. Be sure to grow it this coming season.

I grew many other new varieties, many of which were excellent. Phantom Beauty, Golden Arrow, and Cracker Jack made fine spikes from bulblets. Phantom Beauty will make a good florists flower but will need good growing conditions. I still list some of the fine older and proven commercial varieties, every one of which is a dependable cut flower gladiolus.

ANNAMAE: A fine, early chalk white. A good florist's flower and satisfactory in every respect.

ABU HASSAN: A dark blue of good color which the florists' trade likes.

BLUE LAGOON: Tall, medium blue with lighter throat. Holds four or five open. Makes good spikes from bulblets. Needed in this color range for florists' work. An excellent performer. Made beautiful baskets in combination with Spotlight. A valuable commercial flower.

BIRCH RED: A tall, deep red with handsome round florets. Excellent in every respect and should be in every garden. Has only limited distribution but will grow in popularity in the coming years. Don't go without it, is my advice.

BURMA: What more could one want in glads with its tall spikes of heavily ruffled deep rose florets? Florists are happy when they can buy these fine glads.

BIG TOP: A good cut flower. Tall, light pink with carmine blotch. Giant size. Excellent for basket work.

COLOR MARVEL: More and more appreciated as it gets around. A fine combination of pastel colors in the pink and yellow tones.

CONNECTICUT YANKEE: Probably its only fault is slow propagation. Marvelous, large pink florets, formally placed on tall spikes. A leading show winner.

CRACKER JACK: A good early orange which propagates fast. A good investment at this year's prices.

DAISY MAE: Large, deep orange pink florets on tall spikes with many open. Popular and a good commercial.

DIEPPE: A bright scarlet which does well under trying conditions. Very fine and a high-rating cut flower.

DONELLA: Light pink with white throat. Medium sized florets, strong, vigorous grower. Valuable because of its earliness.

DREAM GIRL: A choice rose pink with small rose feather. Tall growing, 8 open. One of my favorites since the day I first saw it at the Wisconsin 1945 show. Be sure to try this fine variety.

EVANGELINE: Grows straight and tall, with many very large florets open. Ruffled light rose with cream throat. An outstanding variety which has won many top show awards in the past two years. Now looks like Prof. Palmer's finest origination.

EXCLUSIVE: Tremendous white florets with deep rose blotch. Not many open but you don't need many because of its size. You'll like it.

FUCHSIA BELLE: A fine, much needed florists' color. A deep rose red. Spikes are tall but will throw some crooked spikes.

GLEAM: A light yellow, very ruffled and of heavy substance.

GOLDEN ARROW: I've only bloomed this variety from bulblets so am not too familiar with its real qualities. Is recommended as a good, deep yellow.

GOLD MEDAL: A giant, deep yellow with buff tones on upper petals. Large, triangular shaped florets of heavy substance and fine ruffling. Many outstanding awards as seedling in 1946-47.

HIGH FINANCE: Gray toned smoky, large and with many open. Late, but one of the best in this class. An older, but favorite variety.

HUNTRESS: Valuable because of its earliness. A good commercial lavender.

JUNE DAY: Another very early light pink with darker feather in throat. You cannot go wrong with this variety because it will bloom when prices are always high.

KENWOOD: A moderately priced deep red, late midseason. Proved to be a good florists' color.

LAVENDER PRINCE: Another variety which greatly improved the second year in my garden. A deep lavender which is most welcome on the cut flower market. Tall, straight growing.

LEADING LADY: A famous cream colored almost white sport of Picardy. One of our leading show flowers and best commercials. Oriental Pearl can beat it on the show table and grows larger. Leading Lady is lower in price and I have a fine stock of bulbs.

LIPSTICK: I have restocked this variety because it proved to be such a fine cut flower. A tall ribbon of color. Ruffled, shell pink florets with rose throat markings. Can win for most open florets.

MARGARET WOOD: Large, deep purple florets of heavy substance. Spikes are artistic and fine for florists' work.

MARIMBA: Tall, buff with many open. Has fine commercial qualities. It should be among your cut flower varieties.

MARION PEARL: A choice large salmon with lighter throat. Grows very formal spikes with 8 to 10 open. Propagates rather slowly but is an excellent variety.

MISS WISCONSIN: In great demand because of its fine deep rose color and easy growing habits. Will have a long future. Makes bulblets late, so leave in your garden until the last digging.

MORNING STAR: One of the finest gladiolus blooms I have ever seen was Morning Star at the Garfield Park show in Chicago in 1946. It is a fine, pure white sport of Picardy, very large. I have not grown it, but judging from that one spike it has great possibilities. Looks crisp and fresh and nice.

MT. INDEX: An older variety that has jumped into the limelight this past season. Has fine commercial characteristics. White with yellow throat. Early and fine.

MYRNA FAY: Early lavender and a good commercial flower. Will be a money-maker for cut flower growers.

OKLAHOMA: An appealing smoky. Gray florets with lavender overcast. Will be liked by florists who appreciate odd colors and who are looking for new and different things.

ORANGE GOLD: A strong growing early, deep rich orange. Healthy, dark foliage. Five or 6 large florets open. I have a fine stock of choice bulbs and encourage you to grow this fine variety.

PHANTOM BEAUTY: A beautiful glad with many large pastel pink florets in formal placement. I rate it excellent in spite of the fact that it may need the best cultivation to obtain its best qualities.

RELIANT: "The Giant". You must plant early to get best results. Extremely large white florets. You'll surely enjoy this glad when it blooms. One of Mr. Krueger's 1948 introductions.

ROSEA: This light rose-pink is early and a choice cut flower variety. Be sure to grow it for your early market. A very desirable florists' color.

SNOWSHEEN: Tall spikes with medium sized snow-white florets. Clean and excellent. A high-class variety for fine florists' work.

SPOTLIGHT: A great performer in every respect. In heavy demand on the cut flower market and cut flower growers will be able to sell every spike they produce in the coming years. A clean, medium yellow with a strawberry throat marking. My bulbs of this variety are choice.

SUNSPOT: Won several grand championships this past season. A tall, light buff with a rose spot in throat. Opens 8 to 10 very large, ruffled florets.

SUMMER GAL: A large pink, leaning to an orange tone with rose feather. Medium propagator. Heavy show winner. Much in demand.

SUSQUEHANNA: Tall, formal, clear buff-pink. Florets round and of fine substance. A good pastel shade and an excellent cut flower.

TRALEE: One of the coming commercials. A most pleasing, light rose and an excellent florists' color. Opens 8 on a tall, straight spike.

TOPFLITE: One of the best gladiolus. A marvelous soft rose with many large florets open. Really outstanding.

WHITE CHALLENGER: Really a strong growing, tall, fine white with some blush pink in the throat. Well liked by everyone who sees it. Grows easily, propagates well.

RETAIL PRICES — SPRING 1948

	Large	Med.	Small	BULBLETS	
				Each	10
Abigail	3.00	2.00	1.00	.40	3.00
*Abu Hassan25	.20	.15		.20
Astrid	1.50	1.00	.75		.60
*Beauty's Blush	1.50	1.25	1.00	2 .25	.80
*Birch Red	3.00	2.00	1.50	.30	2.00
Black Panther75	.50	.25		
*Blue Lagoon (early)	3.00	2.00	1.00	.30	2.40
*Burma25	.15	4 .25		.20
Color Marvel	2.00	1.50	1.00		2.00
Connecticut Yankee	2.00	1.50	1.00	.25	2.00
Crackerjack35	.20		.25
Daisy Mae	1.00	.75	.50		1.00
*Dauntless25	.20	.15		
Dawn Glow	1.20	.90	.60	.15	1.00
Dieppe50	.35	.20		.40
Donella	1.00	.60	.35		.50
Dream Girl	2.00	1.50	1.00	.25	2.00
*Exclusive50	.35	.25		.50
*Exemplar20	.15	.10		.20
Fabulus	2.00	1.50	1.00	.25	2.00
Fay30	.15	.10		
Fuschia Belle	1.25	1.00	.75	.15	1.00
Gleam60	.40	.25		.30
Gold Medal	5.00	4.00	3.00		
Gold Standard	3.00	2.00	1.50	.35	3.00
Golden Arrow	2.00	1.50	.75	.35	2.00
Govotte	1.50	1.00	.75		1.50
*Huntress (early)	1.00	.70	.45		.60
*June Day (early)	3.00	2.00	1.50	.35	3.00
*Kenwood20	.15	.10		.20
*Lavender Prince50	.35	.20		.50
*Leading Lady25	.20	.15		.20
Lipstick25	.15	.10		
*Madeline Brown40	.25	.12		.15
Margaret Wood	1.00	.60	.40		1.00
Marion Pearl50	.35	.25		.50
Martha Deane	2.00	1.50	1.00		1.00
Maryland Maid30	.20	.10		
*Miss Wisconsin50	.35	.20		.50
Mountain Gem	1.50	.75	.45	.10	.80
Mt. Index25	.20	.15		.25
Myrna Fay	2.00	1.50	1.00		1.00
October Sunshine		1.00		.20	1.60
Ogarita15	.10	.05		
Oklahoma80	.55	.30		.50
Orange Gold75	.50	.25	.10	.75
Orange Prince50	.30	.20		.25
*Oriental Pearl	2.00	1.50	1.00	.25	2.00
Phantom Beauty	7.00	5.00	3.00	.75	6.00
*Pink Charm	2.00	1.25	.50	.25	2.00
*Red Charm15	.10			
Red Cherry	2.00	1.50	1.00	.25	1.80
Reliant	3.00	2.00	1.00	.40	3.00
*Rosea (early)25	.20	.15		.40
*Silver Star50	.30	.20		.25
*Silver Wings	1.00	.75	.50		1.00
*Snosheen25	.15	.10		
*Spic and Span	3.50	3.00	2.50	.35	2.80
*Spotlight50	.35	.20		.30
*Summer Gal	3.00	2.00	1.00	.25	2.00
*Sunlite	2.50	2.00	1.50	.30	2.50
Sun Spot	2.00	1.50	1.00	.25	2.00
Susquehanna20	.15	.10		

EVANGELINE...,\$10 ANY SIZE

RETAIL PRICES — SPRING 1948

	BULBLETS				
	Large	Med.	Small	Each	10
Texas (early)	1.50	1.00	.60	.10	1.00
The Bride	4.00	2.75	1.50		
Tivoli	2.50	1.50	1.00		
Toplite	5.00	4.00	3.00		5.00
*Tralee	4.00	3.00	2.00		4.00
*Van Gold (early)	.35	.25	.15		.35
Virgin	1.50	1.00	.50		1.50
War Paint	3.00	2.00	1.00	.30	2.40
White Challenger	5.00	5.00	5.00	.50	5.00
White Gold (early)	.15				
W. R. Reader	.25	.15	.10		
Zelladee	.75	.65	.50		.75

QUANTITY PRICES — SPRING 1948

	100			BULBLETS		
	Large	Medium	Small	100	1000	Qt.
*Algonquin	\$ 5.00	\$ 4.00	\$ 3.00	\$	\$	\$ 3.00
Annamae (early)	5.00	4.00	3.00			6.00
*Abu Hassan			6.00		7.50	25.00
*Big Top		5.00	3.50			5.00
Black Panther				5.60		
*Blue Lagoon (early)	192.00	128.00	64.00	19.00	150.00	450.00
*Burma	20.00	10.00	8.00	3.00	10.00	25.00
Black Opal		4.00	3.00			
Chamouny			3.00			
Color Marvel	84.00	63.00	42.00			150.00
Connecticut Yankee		86.00	55.00	24.00		150.00
Crackerjack	32.00	22.40	12.80	2.00	16.00	50.00
Daisy Mae	64.00	48.00	32.00	8.00	32.00	150.00
*Dauntless	22.50	17.50	12.50		7.50	
Diadem				35.00		
Donella		45.00	25.00	5.00	40.00	
*Exclusive	21.00	14.70	10.50		15.00	50.00
*Exemplar	8.40	6.30	4.20			10.00
Fay	14.00	8.00	6.00		10.00	
Golden Arrow			30.00		40.00	
*High Finance	7.50	5.00	3.00		3.00	10.00
*Huntress (early)	50.00	35.00	25.00	5.00	35.00	75.00
*June Day (early)	192.00	128.00	96.00	24.00	100.00	350.00
King Alfred	96.00	64.00	32.00	12.00	96.00	
Klondike	192.00	128.00	96.00	19.00	150.00	450.00
*Kenwood	10.00	8.00	6.00			15.00
*Lady Jane	6.00	4.00	3.00			5.00
*Lavender Prince	32.00	19.40	16.00	4.00	32.00	
*Leading Lady	13.00	9.00	5.00		5.00	25.00
Lipstick	16.00	9.60	6.40			30.00
*Marimba	8.00	6.00	4.00			4.00
Martha Deane	128.00	96.00	64.00	16.00	100.00	200.00
Maryland Maid	19.20	12.80	6.40		6.00	
*Miss Wisconsin	25.00	19.00	10.00	4.00	32.00	65.00
*Madeline Brown	25.00	16.00	9.60		20.00	50.00
Mountain Gem				5.00	35.00	150.00
Myrna Fay	128.00	96.00	64.00	5.00	45.00	85.00
Marion Pearl	48.00	32.00	16.00	7.50		
New Europe	35.00	24.00	12.00			3.00
Ogarita	10.00	7.50	5.00			15.00
Orange Gold	45.00	35.00	25.00			75.00
Orange Prince	32.00	19.20	12.80		16.00	
*Oriental Pearl	128.00	96.00	64.00	16.00	100.00	200.00

QUANTITY PRICES — SPRING 1948

	100			BULBLETS		
	Large	Medium	Small	100	1000	Qt.
Oregon Gold	7.50					7.00
October Sunshine	128.00	64.00	32.00	12.80	100.00	
*Pink Picardy	10.00	8.00				10.00
Phantom Beauty	400.00	300.00	175.00		Pint	250.00
*Red Charm	6.00	5.00	4.00			10.00
Reliant	192.00	128.00	64.00	24.00	162.00	250.00
Red Cherry	128.00	96.00	64.00	14.00	112.00	
Rose O'Day	32.00	22.40	16.00			60.00
*Rosea (early)	22.50	17.50	12.50		7.50	30.00
*Silver Star	32.00	22.40	12.80		16.00	
*Silver Wings	50.00	37.50	25.00			75.00
*Snosheen	16.00	9.60	6.40		4.80	
*Spic and Span	224.00	192.00	160.00	22.40	125.00	350.00
*Spotlight	32.50	22.50	15.00			75.00
*Summer Gal	150.00	100.00	60.00	19.20	150.00	300.00
Sun Spot	128.00	96.00	64.00	12.00	96.00	
*Sunlite		150.00	100.00	20.00	150.00	250.00
*Tralee	168.00	126.00	84.00	32.00	100.00	300.00
Trojan	192.00	128.00	64.00	19.00	150.00	450.00
Toplite				40.00		
Texas (early)	96.00	64.00	38.40	12.00	40.00	120.00
*Van Gold (early)	20.00	15.00	9.00			15.00
Virgin				12.00	90.00	
White Challenger				40.00		
White Gold (early)	6.00					5.00

TERMS: All retail prices are prepaid. All wholesale prices NET and F.O.B. Milwaukee. Varieties marked * available in 1000 lots at 8 times the 100 price. All items subject to prior sale.



... in '48
'Immaculate'

A tall growing white. Another outstanding achievement by Anton Carlson. It is identical in every respect to Spic and Span, the same appealing ruffling, the same sized florets, eight to ten open. Rated excellent at the Binghamton Show where the comments were: "At last the white we've been looking for." Clarence Fortnam rated it the best white in his garden. May I suggest that you be patient for another year before you invest all of your money in whites. Something good, something worth waiting for.

Cosmopolitan Glad Gardens
231 West Wisconsin Ave.
Milwaukee 3, Wis.

Date _____

Name _____

Street _____

Post Office _____ State _____

Express Office -----

[illegible]

All shipments carry ample insurance. If parcel is damaged or gives indication of frost damage make immediate examination and present claim to your express office. All orders accepted subject to stock being unsold. Orders filled numerically as received. No guarantee is given covering growth of bulbs or bulblets.

TOTAL \$.....

COME TO MILWAUKEE

New England Gladiolus Society
Conference, Feb. 20-22, 1948.



This is the view from my office window where I can see the Hotel Schroeder. Here the 1948 New England Gladiolus Society conference will be held. It is the large building on the left. On the extreme right, in the background, is the "Safety Building" which houses our jail and where they will take you if you don't behave while here. The imposing lannonstone building with the great columns is our \$15,000,000.00 County Court House where you will

be given a fair trial. Back of the safety building and just to the right (not quite visible) is the Pabst Brewing Company where we will hold our Jamboree on Friday night—which brings to mind this warning about the "Safety Building." Of course I'm just kidding you and want to convey the idea that those who come to Milwaukee will be shown a good time, as well as a fine business meeting.



Join a Gladiolus Society

You can learn all about growing gladiolus if you join one or more of these societies. Shows, disease problems, varieties and many subjects pertaining to glads are thoroughly covered in the publications of these fine organizations. Send your application, with check, to me and I will be glad to attend to entering your membership.

Wisconsin Horticulture



A Dairy Queen Enjoys Wisconsin Apples
At The State Fair

November 1947

WISCONSIN GLADIOLUS SOCIETY. Dues include 10 copies of the Horticulture, a fine general magazine covering various horticultural subjects, bees, orchards, gladiolus, garden clubs, etc. Annual dues, \$1.25

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